



Bay Area Ridge Trail Council Great Trail Events

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Ridge Trail Events

Signature supported trail events:

- Ridge to Bridge (15th)
 - Full multi-use, ~400 participants + 60 volunteers
- East Bay Hills Thru-Hike & Equestrian Ride



Other trail events:

- REI - Ridge Trail Service Day
 - Work parties around the Bay, 500+ volunteers
- Presidio Solstice Ramble
- Transit to Trails
- Bike the Bridges



Lessons from the Trail

- Economics 101
- Target your market
- Registration's a snap
- Identify appropriate partners
- Plan ahead and prepare!
- Reliable volunteers
- Attitude is everything



Economics 101

Price and demand create a bell curve - find the sweet spot!

- Establish event - brand
- Event capacity
- Permits
- Use a budget!
- Set a fundraising goal



Target Market



Know your target market & market accordingly

- Try things out
- Old way: postcards
- New way: posters, Facebook Ads & Wall, personal fundraising

Hike or Ride Marin



Hike or ride the Ridge Trail through Marin and enjoy some of the Bay Area's most beautiful parks and open space.

Budget: \$200

Impressions: 721,000



Target Market

Engaging new generations

- 40s & under
- More kids & families



Registration's A Snap

- Event URL
- Online
- Self-directed
- Phone number and email for questions
- Fundraising options

Eventbrite

eTapestry

RidgeToBridge.org

Bay Area Ridge Trail

Home The Trail Events Volunteer Support the Trail About Us Contact Us

Support the Trail

Ridge to Bridge 2011

HELP OUR CAUSE
 Register
 Find a Team/Participant
 Make a Donation

MY USER
 Login

SHARE
 Facebook Twitter LinkedIn

Ridge to Bridge 2011
 Welcome to our Ridge to Bridge registration and fundraising site!
 From this site, you can register for our fundraiser - Ridge to Bridge - start or join a team, set a goal, and begin raising money in support of our cause: the Bay Area Ridge Trail. You can also donate to our fundraisers or search for other participants and donate toward their goals.

To get started:
 If you are a participant registering for the event, choose **Register** from the left hand sidebar menu. Help Our Cause. If you are a member wanting to register up to 10 guests, please register yourself first. During your registration, create a team (you will be the team captain) with a unique team name. After you have completed your registration, have each participant register and indicate the team name you created.

Please note: you cannot register multiple people at one time, each participant has to be registered separately with a unique email address. We apologize for the inconvenience.

If you are a supporter wanting to donate to the cause, choose **Make a Donation** from the left hand sidebar menu. Help Our Cause.

If you have already registered and want to login, please select **Login** from the left hand sidebar menu. My User.

Supporting a team or individual by check?
 Please mail checks to:
 Bay Area Ridge Trail
 Attn: RTB

Goal \$30,000.00
Raised \$11,942.00



Top Teams
 South Bay Hares: \$625.00
 Golden Gate: \$440.00
 Outdoor Adventures: \$235.00
 Novato: \$235.00
 Team 2 by 2: \$225.00

Top Participants
 Matthew Zorn: \$1,000.00
 Deb Upton: \$950.00
 Elizabeth Clark: Trequent: \$263.00
 Fred Kerner: \$200.00
 Whitney Gould: \$198.00

Top Donations
 Ron Cooper (Ron C. on Trekka) - \$250.00

Partners

- Identify partners
 - Good fit & align with event goals/outcomes
- Most Ridge Trail events: REI






- Bike the Bridges: Special Olympics & local law enforcement
- Tour de Fat: New Belgium Brewery

Preparation

PLAN PLAN PLAN PLAN ... AND THEN PLAN SOME MORE!


- One year out!
- Checklists
- Multiple brains

It doesn't matter how much you plan - somehow a wrench will get thrown in.

Volunteers

2010: over 1,000 volunteers donated thousands of hours



- Give the most coveted/important jobs to your most reliable volunteers
- Establish volunteers in other ways prior to the event
- Recruit new volunteers this year to train for next - discount rate

Attitude

Smiles = satisfaction of participants and volunteers!



Smiling volunteers!



Smiling volunteers!



Smiling volunteers!



Events

2010 Record # participants - friend-raisers & fundraisers!

- Ridge to Bridge: 280 participants + 60 volunteers = 100% increase over 2009
 - \$13.5K up from average of \$5.5K - 145% increase
- Ridge Trail Cruz: 180 - 80% increase over 2009
 - 15 families (50 people adults + kids)
- Service Day: next slide
 - New members and increase in eNews subscribers!



3rd Annual REI – Ridge Trail Service Day

- **500+ Volunteers!**
- 14 partner agencies + 10 REI stores
- 13 project sites
- 13 Chipotle restaurants
- 13 Peet's Coffee outlets
- 2 non-profit partners



Miles of trail built & restored!



Event Attendance & Volunteers

	2005	2010	Change
SIGNATURE TRAIL EVENT (participants)			
--Ridge to Bridge	140	280 P 60 V	+92%
--Ridge Trail Cruz	0	150 P 30 V	-
--East Bay Hills 5-day	~90	~90	0
WORK & PLAY DAYS (volunteers)			
--REI-Ridge Trail Service Day	0	> 500	-
--Tour de Fat	50	100	+100%
Total	240	1,200	+400%



Thank You



Dena Justice



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